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Black Oak Creative Adds Marine Industry Veteran Scott Clack as Director of Business Development

Decades of marine industry experience strengthen Black Oak's fastest-growing vertical—and a broader push for agency growth

WINTER HAVEN, FL — Black Oak Creative, a full-service branding, content and marketing agency based in Central Florida, has named Scott Clack Director of Business Development, strengthening both the agency's position in the marine industry and its broader growth efforts across other categories.

A champion waterskier in the 1980s and '90s—including time on the water at the legendary Cypress Gardens—Clack turned a lifelong connection to watersports into a career on the business side of the industry. He went on to manage a professional wakeboard tour before holding leadership and business development roles across marine propulsion and emerging technologies, including electric propulsion. Along the way, Clack has worked with many of the industry's leading boat manufacturers, suppliers and executives, building relationships across virtually every corner of the marine business.

For Black Oak founder and CEO Bates, the hire is both professional and personal. The two first crossed paths at Cypress Gardens in the 1990s, sharing a background in competitive waterskiing before their careers took them down separate paths within the industry.

"Relationships, spectacular work and leading with kindness are huge parts of what has made Black Oak successful. Scott has built his entire career the same way. He knows this industry, he knows the people in it, and most importantly, people trust him. Pair that with what our team is capable of delivering, and I think we have an incredible opportunity in front of us. I can't wait to watch Scott flourish here."—Steve Bates, Founder & CEO, Black Oak Creative

"I've spent my career working alongside the brands and people that have shaped this industry, and I've seen firsthand the difference great marketing can make," said Clack. "Black Oak understands marine in a way no other agencies can because the people here genuinely come from this world. But what really attracted me to Black Oak is that the capabilities go far beyond marine. This is an incredibly talented team built to help great brands grow, whether they're building boats, sporting goods, consumer products or something entirely different. I'm excited to help tell that story."

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About Black Oak Creative

Black Oak Creative is a full-service branding, content and marketing agency based in Winter Haven, Florida. Black Oak specializes in helping companies define their brands, create the content that brings those brands to life, and deploy that content across the channels that drive growth.

For more information, visit blackoakcreative.com.

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